

# AMBASSADOR



VANCOUVER, B.C.  
REDAVID.COM



## PROGRAM DETAILS

The Ambassador Program supports individual hairdressers who have demonstrated a passionate love of REDAVID products and would like to formally showcase the hair artistry they create to inspire fellow hairdressers. As a REDAVID Ambassador, you not only get an inside scoop on new products, treatments and education we develop, but you also elevate your own personal brand, gaining access to a larger global audience.

## BENEFITS & REWARDS

For hairdressers who have a personal goal to rise beyond the chair, there are endless opportunities in the professional beauty industry. You can start to build buzz and awareness of yourself beyond your salon & local area...giving you powerful value to your name and skills.

More concretely, Ambassadors get special privileges from REDAVID:

1. Quarterly station or backbar support, rotated on a season basis
2. FREE Bimonthly Products: shipped to you to play with and create content to share with us, your followers and our followers.
3. Hair Tips, Product Knowledge Education on all REDAVID products.
4. Personal Brand Ambassador Spotlight on the REDAVID Website and Social Media shout out.
5. Insider access to products in development, assisting our team in creating the next generation of new products & treatments!
6. Monthly trend forecasting to help you plan what hair creations you can create, tied to what's trending in hair and our product focus.

## REQUIREMENTS

Ambassadors or the salon they are working in must carry the complete REDAVID line. Each quarter you will receive a kit of product(s) we will be focusing on. From this kit, you can create videos talking about the product, do before and after work, showcase finished hairstyles created with it, or even show a hair hack or styling tutorial. You need to generate at least 1 post per week to remain in the program.

## TO ENROLL

*Submit completed form from the Ambassador Program Guide (Page 9) to your DSC.*

